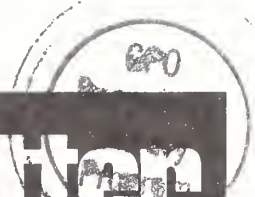


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# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2676

August 26, 1994

**CONSERVATION RESERVE MODIFICATION** -- Secretary of Agriculture Mike Espy announced August 24 that producers holding Conservation Reserve Program (CRP) contracts expiring September 30, 1995 will have the option to modify their contracts to extend the expiration date for a period of one year. All participants with 1986 CRP contracts will be notified by their local Agricultural Stabilization and Conservation Service (ASCS) office of the dates when they may apply for their contract modifications, Espy said. About 2 million acres of cropland were enrolled in the 1986 CRP contracts. This action will enable producers whose contracts would have expired in 1995 to continue to keep this highly erodible and other environmentally sensitive cropland out of production. Espy announced his decision now so that producers can consider this extension option while making long-term decisions concerning this land. **Contact: Robert Feist (202) 720-6789.**

**NONCITRUS FRUIT EXPORTS BOOMING** -- U.S. exports of apples, grapes, pears, and other noncitrus fruits are booming in 1994. Total U.S. noncitrus fruit exports in 1994 could be 25-30 percent over last year, a new record thanks to reduced trade barriers, improving economic conditions and plentiful supplies of export-quality fruit. The North American Free Trade Agreement (NAFTA) reduced Mexico's tariffs on imports of fresh apples, pears, grapes, strawberries and other fruits from the U.S. Canada remains a major market for U.S. peaches, nectarines, grapes, and strawberries, despite the rapid growth of shipments to other countries. **Contact: Diane Bertelsen (202) 219-0887.**

**MIDWEST GOVERNORS CONFERENCE** -- Agriculture Secretary Mike Espy addressed a conference of Midwestern Governors August 22 to discuss the challenges in crafting a farm bill for the 21st Century. Espy outlined the process underway to define the issues that will frame the 1995 farm bill. Secretary Espy said, "What comes out of this debate is more important to everyone than many of our suburban constituents may think at first. Although less than two percent of the nation's population lives on farms, the food and fiber system generates about \$950 billion per year in economic activity and employs one in seven Americans." Espy also discussed farm prices, global trade, ethanol and the use of electronic benefits transfer technology in the Food Stamp Program. **Contact: Jim Loftus (202) 720-4623.**

**TREATMENT ADDED FOR GRAPEFRUIT** -- USDA is adding a high-temperature forced air treatment as an alternative treatment for grapefruit moving from areas in Texas and California that are regulated for Mexican fruit fly. B. Glen Lee, deputy administrator for plant protection and quarantine in USDA's Animal and Plant Health Inspection Service, said this high-temperature forced-air treatment was developed by USDA's Agricultural Research Service as an effective treatment against the Mexican fruit fly in grapefruit. Regulations to prevent the spread of Mexican fruit fly from infested areas require that regulated articles must be from a grove found free of fruit flies or be treated in a prescribed manner that will kill the pest before movement out of these areas. Adding this treatment facilitates the interstate movement of grapefruit grown in regulated areas. **Contact: Ed Curlett (301) 436-3256.**

**RURAL HEALTH CARE AMENDMENT** -- Secretary of Agriculture Mike Espy applauded Senator Tom Daschle's rural health care amendment which passed the Senate on a vote of 94-4. Agriculture Secretary Mike Espy said, "The overwhelming passage of this amendment clearly shows support for overall health care reform. The amendment enhances an already strong bill for farmers and rural Americans." The amendment will encourage doctors, nurse practitioners and physician assistants to practice in underserved areas; ensure that financial and other assistance is available to help rural facilities adjust to the changing health care environment; and assist rural providers in forming their own health care networks. **Contact: Julie Demeo (202) 720-4623.**

**BENEFICIAL FLY MAY HELP THWART GYPSY MOTH** -- A fuzzy, half-inch-long fly may prove to be a potent new weapon against gypsy moths that attack more than 300 different kinds of trees and shrubs in this country, USDA scientists report. Agricultural Research Service (ARS) scientist Robert W. Pemberton says, "We expect the **Blepharipa schineri** fly to take a place among other imported natural enemies of the gypsy moth." While working in South Korea, Pemberton and other ARS scientists determined that the beneficial fly was the third best gypsy moth parasite in that country's forests. The fly might be released into American woodlands as early as 1995, Pemberton said. **Contact: Marcia Wood (510) 559-6070.**

**PINE SHOOT BEETLE QUARANTINE** -- USDA is quarantining an additional 18 counties for pine shoot beetles, bringing the total to 110 counties quarantined in the states of Michigan, Illinois, Indiana, Ohio, Pennsylvania and New York. B. Glen Lee, USDA's Animal and Plant Health Inspection Service deputy administrator for plant protection and quarantine, said quarantines are being placed because of beetle detections in those counties. Quarantine regulations restrict the movement of cut pine Christmas trees, pine nursery stock, pine logs and lumber with bark attached, pine stumps and pine bark chips. **Contact: Ed Curlett (301) 436-3256.**

**DUNCAN NAMED HEAD OF TOBACCO DIVISION** -- John P. Duncan has been named national director of the Tobacco Division of USDA's Agricultural Marketing Service. As division director, Duncan heads the USDA group that inspects and grades domestic and imported tobacco and that provides market news on domestic tobacco. Duncan comes to AMS from the Animal and Plant Health Inspection Service where he was director of Legislative and Public Affairs. **Contact: Gil High (202) 720-8998.**

**FUJI APPLES FROM JAPAN AND KOREA** -- USDA announced that it will allow importation of Fuji variety apples from Japan and Korea if they are cold treated and fumigated for injurious insects in those countries. The apples must also be inspected by USDA's Animal and Plant Health Inspection Service (APHIS) prior to export. B. Glen Lee, APHIS deputy administrator for plant protection and quarantine, said this action relieves restrictions on the importation of the apples without presenting a significant risk of introducing exotic insects that could injure U.S. agriculture. **Contact: Ed Curlett (301) 436-3256.**

**COLD TREATMENT OF IMPORTED FRUITS AND VEGETABLES** -- USDA is changing its regulation to allow cold treatment of imported fruits and vegetables after arrival at the port of Wilmington, N.C. B. Glen Lee, USDA's Animal and Plant Health Inspection Service deputy administrator for plant protection and quarantine, said cold treatment of imported fruits and vegetables by sustained refrigeration prevents injurious insects, such as fruit flies, from entering and becoming established in the U.S. **Contact: Ed Curlett (301) 436-3256.**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 1943** -- Brenda Curtis tours Maryland demonstration gardens and finds that most home gardeners can do much of their pest control without pesticides. (Weekly cassette -- 13-1/2 minute documentary.)

**CONSUMER TIME # 1424** -- The deadliest fire; sending foods to college; signs of trouble for your shrubs; oats and nutrition; special program makes home gardeners environmentally sensitive. (Weekly cassette -- 2-1/2 to 3 minute consumer features.)

**AGRITAPE FEATURES #1934** -- Rural health care discussed; farm bill hearings begin; conservation reserve--what's next?; wheat test weight controversy; new shipping fever vaccine. (Weekly cassette -- news features.)

**UPCOMING ON USDA RADIO NEWSLINE.** These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. August 31, agriculture prices; September 1, coverage of press event on healthy school lunches, horticultural export update; September 6, crop/weather update; September 7, agriculture finance and income outlook. No other scheduled reports until September 12, U.S. crop production, world agricultural supply and demand. (September 12 newslines changes at 10:30 a.m. ET for crop report stories and changes again at 5:00 p.m. for cotton reports and other daily releases.

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5 p.m. EDT, each working day.

## FROM OUR TELEVISION SERVICE

**FEATURES** -- **Patrick O'Leary** reports on pilot program to release some market-sensitive USDA crop reports at 8:30 a.m., instead of 3:00 p.m. release time. One year trial will change the way farmers and commodity traders do business. **Lynn Wyvill** reports on rare USDA collection of World War I posters enlisting agricultural aid of everyday citizens to help war effort. **Chris Larson** reports on new partnership by USDA's Soil Conservation Service, called "Know Your Watershed."

**ACTUALITIES** -- Secretary of Agriculture **Mike Espy** speaks at Illinois State Fair in Springfield, August 19. Topics: ethanol, agricultural trade, USDA reorganization and accomplishments (w/cutaway B-roll). **Mike Espy** speaks to Midwest Governor's Association in Lincoln, NE. Topics: USDA reorganization, rural development, farm income and trade (w/cutaway B-roll).

**UPCOMING FEATURES** -- **Patrick O'Leary** reports on dairy barn of the future; **Lynn Wyvill** reports on USDA's exchange of agricultural literature with Eastern Europe's emerging democracies; and **DeBoria Janifer** reports on USDA water quality research.

## SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.*

*Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.

Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

## OFF MIKE

**FLY MYSTERY**...got a few more clues from a listener in Albert Lea, MN, who had heard our **Gary Crawford's** recent feature about an entomologist who specializes in insect identification (sometimes the expertise comes in handy in solving crimes). It seems the entomologist reported trying to solve a mystery of small flying insects invading a hospital operating room. Listener **Roger Fink** heard the story, got our number from the local FM station and offered his answer to the mystery. Seems he'd had a similar problem in his bathroom and traced the problem to the sink basin's overflow system where flies were breeding. Who needs Sherlock Holmes when we have Gary's listeners?

**CROP WATCHING**...is what they're doing in Iowa right now. **Rich Balvanz** (WMT, Cedar Rapids, IA) reports that both corn and soybeans look very good. He's not sure if they will match the 1992 crop, but it should be a good year if weather and transportation systems cooperate. Rich was very pleased with recent audience research including his station and other farm broadcast stations in the Midwest which proves that farmers depend on radio as a primary source for their information. Results showed radio topping other media in reaching farmer audiences.

**OUR FAIR COVERAGE**...got a boost last week from former farm broadcaster **Peggy Kaye Fish**, now an official with the Illinois State Fair who assisted with details of **Agriculture Secretary Mike Espy's** visit and from **WGN** (Chicago, IL) who fed us actualities of the Secretary's remarks.

**CONSERVATION RESERVE**...stories about extension of this USDA program as announced this week by **Secretary Espy** drew a lot of interest on our daily radio newsline and prompted requests for us to do several special feeds, one to **NBC** radio.

**HIS SPIRITS ARE VERY HIGH**...said station personnel about farm broadcaster **Art Sechrest** (WJBC, Bloomington, IL) who is now at home recovering from a recent stroke. Art's condition is "looking up" as he undergoes periodic outpatient therapy.



**LARRY A. QUINN, Director**  
Video, Teleconference and Radio Center



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